

Digital Storytelling : Product Information Presentation

Teacher Name: _____
 Student Name(s) _____

CATEGORY	80	60	40	20	Additional Comment:
Required Content - Script	The presentation clearly identifies the product, who discovered it as well as when and where it was discovered, past and present uses of the product, the cost of marketing the product and the cost to the consumer. Many interesting random facts about the product are presented. The reasons for choosing the product are clear.	The presentation identifies the product, answers most questions about its discovery, uses, and costs. Some interesting random facts about the product are presented. The reasons for choosing the product are given.	The presentation identifies the product, answers some questions about its discovery, uses, and costs. Few interesting random facts about the product are presented. The reasons for choosing the product may not be given.	The presentation shows little attempt to include the required content, include interesting facts, or explain why the product was chosen.	
	20	15	10	5	
Narration and Pacing	The pace (rhythm and voice punctuation) fits the message and information and helps the audience really get involved in and understand the information.	Occasionally speaks too fast or too slowly for the message and information. The pacing (rhythm and voice punctuation) is relatively engaging for the audience.	Tries to use pacing (rhythm and voice punctuation), but it is often noticeable that the pacing does not fit the message and information. Audience is not consistently engaged.	No attempt to use pacing to fit the message and information being presented in order to engage the audience.	
Images	Images create a distinct atmosphere or tone that support the message. The images may communicate symbolism and/or metaphors.	Images create an atmosphere or tone that support some parts of the message. The images may communicate symbolism and/or metaphors. .	An attempt was made to use images to create an atmosphere/ tone to support the message but it needed more work. Image choice is logical.	Little or no attempt to use images to create an appropriate atmosphere/ tone to math/support the message.	
Titles	Titles are brief, easy to see, appropriate, and attractive. All are of appropriate length and masterfully worded. They are used on images or alone to enhance the message being conveyed to the viewer.	Most titles are brief, easy to see, appropriate, and attractive. Most are of the appropriate length and well worded. Most are used on images or alone to enhance the message being conveyed to the viewer.	Some titles are are brief, easy to see, appropriate, and attractive. Others are too long or poorly worded. In few cases do they enhance the message being conveyed to the viewer.	Few or no titles are are used. Those used are too long or poorly worded. They do not enhance the message being conveyed to the viewer.	
Motion and Transitions	Custom motion set for all images enhances the presentation and engages the viewer. Transitions between images move the viewer easily to the next image. Strong verbal transitions are used in the	Custom motion set for some images enhances the presentation and engages the viewer. Transitions between some images move the viewer easily to the next image. Some verbal transitions are used in the	Custom motion set for few images. Few transitions between images to move the viewer to the next image. Few verbal transitions are used in the narration to connect ideas.	Custom motion set for none of the images. No ransitions between images. No verbal transitions are used in the narration.	
Background Music	Music stirs a response that matches the overall tone of the information presented well.	Music stirs a response that somewhat matches the overall tone of the information presented.	Music is ok, and not distracting, but it does not add much to the information being presented.	Music is distracting, inappropriate, OR was not used.	
MLA References	All sources used for quotes, facts, and images are credible and cited correctly.	All sources used for quotes, facts, and images are credible and most are cited correctly.	Most sources used for quotes, facts, and images are credible and most are correctly.	Many sources used for quotes, facts, and images are less than credible (suspect) and/or not cited at all	
Column Totals:					Final Score: (x/200)